

BRANDS AND CUSTOMER

Tapan Chaudhuri : Senior Manager (Marketing)
SBU : LEATHER CHEMICALS
BALMER LAWRIE & CO.LTD.

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What is a Brand?

- A **brand** is a name, term, sign, symbol, or design which is intended to identify the goods or services of one seller or group of sellers and to differentiate them from those of competitors.

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Essential Things to Learn About Brands

1. Brands are Elusive, Mysterious Realities of Business
2. Brands simplify the Value, Opportunity and Results you expect.
3. Brands influence customer choices at each Touch Point

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Essential Things to Learn About Brands

4. Brands define your Customer Experience
5. Brands connect customers to a "BIG IDEA"
6. Brands create Emotional Connections

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Essential Things to Learn About Brands

7. This emotional connection is at the heart of a Customer's Relationship with a Brand.
8. Brand is a language that simplifies the exchange between you, the customer and the business.

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Brand Building

The essence of Brand building is to develop a loyal customer base. In doing so, the brand must confront the following issues :

- Trust
- Consistency
- Accessibility
- Responsiveness
- Commitment
- Affinity

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Brand Equity

- When a commodity becomes a brand, it is said to have 'equity'. It starts with a name and can go up or down depending on the marketing activity that is done by the marketer. A name becomes a brand when consumers associate it with a set of tangible and intangible benefits that they obtain from the product or service.

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Building Brand Equity

Marketers build Brand Equity by creating the right brand knowledge structures with the right customers

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Brand Equity - Competitive Advantage

- Reduced Marketing Costs
- Trade leverage
- Can easily launch Brand Extensions
- Can take some price competition

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Brand Equity

Five Major Determinants :

- Awareness
- Quality
- Perception
- Loyalty
- Patents and Trademark

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Tangibles of brand equity

- Shape
- Colour
- Size
- Models
- Price
- Features
- Benefits
- Grades

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Intangibles of brand equity

- Company name
- Brand name
- Slogan and its underlying associations
- Perceived quality
- Brand awareness
- Customer base
- Trademarks and patents
- Channel relationships
- Customer loyalty
- Customer confidence
- Competitive advantage

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Power Brands

The power brands not only stand for excellence in product or functional delivery, they are also supported by strong brand values

These brands move beyond the product they carry to develop customer value

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What do power brands have that others don't?

- A distinctive product
- Delivering brand promise
- Personality and presence

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Personality

- Emotional bond with the customer
- Generates relationships measurably stronger than ordinary brands

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Presence

- Seem to be present everywhere, enforcing distinctiveness
- National/international scale
- Successful brand extensions
- Multiple concept and channels

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Creating the brand

- Choosing brand name
- Developing rich associations and promises
- Manage customer brand contacts to meet and exceed customer expectations

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Choosing a brand name

- What does it mean?
- What performance/ expectations/ associations does it evoke?
- What degree of preference does it create?

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Brand names should denote

- Product benefits
- Product quality
- Be easy to pronounce/remember/recognise
- Be distinctive
- Not have poor meanings in other countries or languages

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Brand Associations

- 'owned' word
- Slogans
- Colours
- Symbols and logos

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Brand Identity

Brand Identity provides long term perspective and thereby makes the brand durable, it guides communications so that coherent and consistent signals flow to the outside world and finally , the brand remains realistic

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Brand Identity

A Brand Identity can be viewed from four perspectives :

1. Brand as Product
2. Brand as Organization
3. Brand as person
4. Brand as symbol

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Brand Awareness

Brand Awareness is the first critical condition for achieving Brand Success.

The awareness of the brand is reflected in these measures :

- Brand Recognition
- Brand recall

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Brand Image

Brand Image is decoded identity in the customer's mind.

Image refers to associations that are linked to the brand name.

Image forms a brand's reality from a customer's point of view.

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Brand Positioning

- Should not be over positioned
- Should not be under positioned
- Should not be ambiguous
- Should not promise irrelevant benefits
- Promise should be credible

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Brand Extension

The important benefits

- Cost of New Launches
- Promotional Efficiency
- Customer Benefits
- Feedback Effects
- Returns

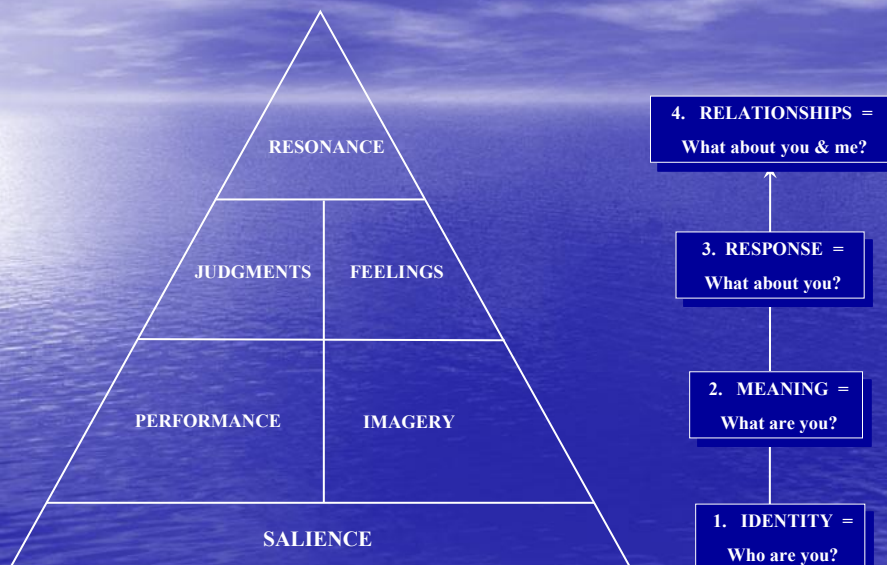
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Customer-Based Brand Equity

- Basic premise: Power of a brand resides in the minds of customers
- Challenge is to ensure customers have the right types of experiences with products & services and their marketing programs to create the right brand knowledge structures:
 - Thoughts
 - Feelings
 - Images
 - Perceptions
 - Attitudes

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CUSTOMER-BASED BRAND EQUITY PYRAMID



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Building Customer-Based Brand Equity

- Building a strong brand involves a series of steps as part of a “branding ladder”
- A strong brand is also characterized by a logically constructed set of brand “building blocks.”
 - Identifies areas of strength and weakness
 - Provides guidance to marketing activities

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Building Customer-Based Brand Equity

- Brand knowledge structures depend on . . .
 - The initial choices for the brand elements
 - The supporting marketing program and the manner by which the brand is integrated into it
 - Other associations indirectly transferred to the brand by linking it to some other entities

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IMS certified plant
by
TUV -SUD

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Fuelled by Technology & research

- SULPHOCHLORINATION TECHNOLOGY WAS TAKEN FROM CLRI
- PILOT PLANT SET UP FOR SCALE UP - 1983
- COMERCIAL PLANT FOR FATLIQUOR COMMISSIONED -1987
- COMMERCIAL PLANT FOR SYNTAN - 1994

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Fuelled by Technology & research

CONTINUOUS EXPANSIONS & ADD ONS TO DEVELOP RANGES OF

- Fat Liquors
- Syntans
- Beam House Chemicals
- Finishing Chemical

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Driven by service

- **STRONG MARKET NET WORK TO REACH ALL SEGMENT OF CUSTOMERS**
- **EFFICIENT TECHNICAL SERVICE TEAM TO SERVE ALL CUSTOMERS AT ANY TIME**



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Present Status

- MAJOR SUPPLIER OF FATLIQUOR
- SIGNIFICANT PLAYER IN SYNTAN
- PRESENCE IN BEAM HOUSE CHEMICALS
- NEW ENTRANT IN FINISHING CHEMICALS



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SBU – Leather Chemicals

Present Status

- TECHNICAL SERVICE CENTRE AT MAJOR LEATHER PROCESSING AREAS
- Kolkata - Kanpur – Chennai – Ranipet - Ambur - Vanyambadi
- CERTIFIED BY TUV - SUD FOR ISO 9001:2000, ISO 14001:2004, OHSAS 18001 : 1999



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SBU – Leather Chemicals

Present Status

➤ EXPORTING IN DIFFERENT COUNTRIES

- China – Bangladesh – Korea – Thailand
- Taiwan – Turkey - Pakistan



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Present Status

Fuelled by Technology & research



- **MODERN R&D SET UP**
- **STRONG R&D NETWORK**
- **REACH COMPLIANCE**
- **FOCUS ON ECOFRIENDLY PRODUCTS**

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SBU – Leather Chemicals

Future Focus

- TO BECOME A BROAD BASED PRODUCT MIX SUPPLIER OF LEATHER CHEMICALS IN INDIA
- TO CREATE GLOBAL BRAND EQUITY FOR OUR RANGE OF PRODUCTS.



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Thank you

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